



BEING AN EXCEPTIONAL NONPROFIT BOARD OF DIRECTORS

George Washington Hotel, Winchester, Virginia 22601

Monday, July 10, 2017

AGENDA

8 A.M. BOARD TRAINING REGISTRATION
George Washington Hotel Lobby

8 A.M. CONTINENTAL BREAKFAST
Martha Room

8:30 A.M. WELCOME AND INTRODUCTIONS
Grand Ballroom
Rebecca Rowe, Program Manager, DHCD
Kyle Meyer, Community Revitalization Specialist, DHCD

While enjoying your breakfast and coffee, we will enjoy an overview of the day ahead, and an easy icebreaker that will liven up the meeting and foster a team spirit amongst your colleagues.

9 A.M. LEADING MAIN STREET: SUCCESSFUL ASSET-BASED ECONOMIC DEVELOPMENT AND BOARD GOVERNANCE
Jeff Sadler, Associate Director, DHCD
Rebecca Rowe, Program Manager, DHCD
Kyle Meyer, Community Revitalization Specialist, DHCD

You joined the Main Street organization and jumped right in, but did you consider that you joined a dynamic, evolving group based on principles with proven revitalization results in more than 2,000 communities? Learn what Main Street is all about with a primer on the Main Street Approach®. Then, we will discuss what roles you and your board should play in powering up the organization, as well as your responsibilities for focusing that energy.

10:45 A.M. BREAK

11 A.M.

THE ULTIMATE DESTINATION, PART 1: CREATING A COMMUNITY VISION AND MISSION

Jeff Sadler, Associate Director, DHCD

Michelle D. Jones, Senior Project Strategist, DHCD

The key to your organization's success is a detailed, targeted, and outcome-focused work plan; where should you begin? In this session, we will explore ways to identify your district's needs and assess your organization's ability to meet those needs. Then we will unlock the true secret to meeting your vision of a vital downtown: measurement and goal setting.

NOON

WORKING LUNCH

Martha Room

Over a tasty meal and a fun activity, each table will be exploring vision and mission statements.

1 P.M.

THE ULTIMATE DESTINATION, PART 2: DEVELOPING A STRATEGIC PLAN

Jeff Sadler, Associate Director, DHCD

Michelle D. Jones, Senior Project Strategist, DHCD

Each journey needs a map and that is exactly what a good work plan should be. After lunch, we will reconvene to discuss putting your vision and mission into practice. Using a custom template that you can take back to your communities, we will break down our projects into tasks with timelines, responsible parties, costs and expected outcomes.

1:45 P.M.

BREAK

2 P.M.

FUND DEVELOPMENT AND FUND RAISING: HOW TO PLAN AND IMPLEMENT A DONOR CAMPAIGN

Jeff Sadler, Associate Director, DHCD

Rebecca Rowe, Program Manager, DHCD

Now that you have something to "sell" we will discuss strategies for a comprehensive fundraising plan. We will dig into the principles of fundraising, map out a timeline that takes you from goal setting through publicizing your revitalization successes to preparing your call lists to making the ask and thanking your donors.

3 P.M.

ADJOURN AND ENJOY THE AFTERNOON FIELD SESSIONS